

NATIONAL CONFERENCE ON

# Software: Critical Decisions

ISSUES FOR THE NEW ERA  
IN COMPUTERS AND INFORMATION

- Protection
- Education & Training
- Standards
- Taxation

**October 5-6, 1981**

SHOREHAM HOTEL  
WASHINGTON, D.C.

Sponsored by the Commission on Software Issues in the '80s

American Electronics Association • American Patent Law Association  
• Association of Computer Users • Association for Computing Machinery  
• Association for Systems Management • Association of Data Processing Service  
Organizations • Association of Educational Data Systems • Association of Women  
in Computing • CAUSE • Computer Law Association, Inc. • Conference on Data  
Systems Languages (CODASYL) • Data Processing Management Association  
• EDP Auditors Association • Government Management Information Sciences  
• Independent Computer Consultants Association • Information Industry Association  
• National Association of Bank Servicers • National Association for State Informa-  
tion Systems • Urban and Regional Information Systems Association • Women in  
Information Processing

WORKING  
01 EOF-CARD  
01 SIZE-OVER  
01 GROSS-VALUES.  
02 GROSS  
02 TOTAL-GROSS  
02 OUT-GROSS  
01 EMPLOYEE-LINE.  
02 FILLER  
02 E-NAME  
02 FILLER  
02 E-GROSS  
02 FILLER  
PROCEDURE DIVISION.  
MAIN-LOGIC.  
OPEN INPUT CARD-  
OUTPUT PRINT  
READ CARD-FILE  
AT END MOVE  
PERFORM CALCULA  
UNTIL EOF-C  
MOVE TOTAL-GROS  
DISPLAY 'TOTAL  
CLOSE CARD-FIL  
STOP RUN.  
CALCULATE-OUTPUT.  
COMPUTE GROSS  
ON SIZE E  
IF SIZE-OVER  
DISPLAY (  
MOVE ZER  
ELSE  
MOVE GRC  
MOVE C-1  
WRITE P  
END

# Conference overview

It's no secret that DP expenditures for software are fast outstripping expenditures for hardware.

New issues arising from the "software explosion" are confronting us. There are federal, state and local taxes, programmer productivity, privacy, standardization, auditing, copyright and trade secret protection, product performance and others.

As organizations expand their dependence on automated information systems, these issues consume already scarce resources and reduce productivity.

For the first time ever, 20 national associations, representing the entire spectrum of information interests, have agreed to work together to anticipate these problems, and work to find solutions useful not only for one group, but for employers, vendors, professionals, users, and specialists alike.

During two full days of expert presentations from five prominent DP professionals, a U.S. Congressman, and four special "Task Forces"

- You'll hear experts describe the coming changes in software marketing.
- You'll hear debate on the solutions that can prevent a crisis in your organization.
- And, you'll be asked to tell the experts what you think needs to be done.

## Who should attend

Private and public sector computer information professionals and industry executives with responsibility for the information resources of their organization will find the Conference indispensable, as will those who are confronted with the new legal and economic issues concerning software. Including:

- Programmers
- DP Managers
- Software Vendors
- Corporate Counsel
- Auditors
- Hardware Manufacturers
- Systems Analysts
- MIS Directors
- Consultants
- Users

## What you will learn

- Impacts of declining productivity
- New demands of EDP Auditors
- Rising call for certification
- Professional training in a supply shortage
- Potentials for copyright and patent protection
- Financial impacts of software taxes

## About the sponsor

The Commission on Software Issues in the '80s is an autonomous research group "formed to present critical and objective reports airing the social, economic, technical, and legal issues arising from the development, distribution and use of computer software in the coming decade."

It grew out of concerns expressed by the leaders of a half dozen industry associations during a meeting in Washington, D.C.

This was a historic step for an industry noted for competition between interests that often shared more in common than their disputes suggested.

# Monday, October 5, 1981

## AM

Registration and Coffee

**Welcoming Remarks:**  
**The Software Commission: Its**  
**DANIEL T. BROOKS**  
Commission Chairman  
Secretary, Computer Law Assn

**Keynote Address:**  
**The Importance of Software in**  
**DANIEL D. McCACKEN, C.C.P.**  
Author and Consultant

**Special Address:**  
**The New Software Economics &**  
**Problems of the '80s**  
**JAMES R. PORTER**  
Vice President  
Informatics, Inc.

## PM

**Luncheon Address:**  
**The Information Science and Technology Institute**  
**H.R. 3137 — Toward Creating**  
**POLICY INSTITUTE**  
**The Honorable GEORGE BROWN**  
United States Congressman  
Committee on Science and Technology Assessment Bo

**Report of the Commission Task Force on Training of Software Professionals**  
**BARTLY J. CARLSON**  
Task Force Chairman  
Deloitte, Haskins and Sells  
Commission Representative, C

**Plenary Session:**  
**Comments on Education and Training**  
Task Force Report

**Report of the Commission Task Force on Software Protection**  
**ROBERT S. WILLARD**  
Task Force Chairman  
Information Industry Association  
Commission Representative, International Industry Association

**Plenary Session:**  
**Comments on Software Protection**  
Task Force Report

# Tuesday, October 6, 1981

## AM

### Keynote Address:

**Software Issues in the '80s:  
An Agenda for the Software Commission**

**MARTIN A. GOETZ**

Senior Vice President  
Applied Data Research



### Special Address:

**Some Important Technical Issues of Software  
in the '80s**

**JEAN E. SAMMET**

IBM Federal Systems Division



### Report of the Commission Task Force on Taxation

**J.T. WESTERMEIER, C.D.P.**

Task Force Chairman

Abrams, Kovacs, Westermeier and Goldberg  
Commission Representative, Data Processing  
Management Association



### Plenary Session: Comment on Taxation Task Force Report

### Luncheon Address:

**Developing, Marketing and Acquiring Software  
for the Mass Market**

**DANIEL FYLSTRA**

Chairman  
Personal Software, Inc.

## PM

### Report of the Commission Task Force on Standards

**NANDER BROWN**

Task Force Chairman

Federal Home Loan Mortgage Corporation  
Commission Representative, EDP Auditors'  
Association

### Plenary Session: Comment on Standards Task Force Report

### Conference Wrap-up — Plenary Session: Audience Comments, Issue Spotting and General Analysis

**JAN SNYDERS**

Computer Decisions  
Commission Representative, Association for  
Systems Management

NATIONAL CONFERENCE ON  
**Software: Critical Decisions**  
ISSUES FOR THE NEW ERA IN COMPUTERS AND INFORMATION

OCTOBER 5-6, 1981  
SHOREHAM HOTEL  
2500 Calvert Street, N.W. • Washington, D.C. 20008  
301/622-0066

## Conference Summary

- Technical Issues of Software in the '80s
  - Education and Training of Software Professionals
  - Software Protection • Taxation • Standards

- The Importance of Software in the '80s
  - The New Software Economics
  - Software for the Mass Market

**U.S. Professional Development Institute:** This conference is administered by USPDI, a non-profit organization dedicated to the development of innovative programs for dissemination of information with applications to problem solving. USPDI does not discriminate against anyone because of race, sex, or any other basis. Limited scholarships are available for qualified recipients. For further information, contact in writing USPDI, 12611 Dayan Drive, Silver Spring, MD 20904.

**Training:** USPDI is a leader in training the managerial and professional staff in government and business. We can develop **in-house** training programs to meet your specific needs. USPDI is always interested in receiving ideas for new faculty members, seminar and conference topics, and program improvement. Please contact: Technical Director, 12611 Davan Drive, Silver Spring, MD 20904; (301) 622-0066.

**Hotel Accommodations:** The hotel will hold a block of rooms for participants until three weeks before the conference. To take advantage of special rates please use the special hotel registration card that will be sent to you with your registration confirmation.

**Conference Fee**    **Member Organization: \$295**  
**Non-Member: \$320**

**Cancellation Policy:** Registrants who cancel more than five (5) working days prior to the meeting are not subject to the fee or service charge. Cancellations made within five (5) working days of the program are subject to a \$75 service charge. Registrants who do not cancel and do not attend are liable for the full registration fee. Substitutions may be made at any time. TO CANCEL: Call Conference Registrar (301) 622-0066 to obtain your cancellation code. **NO CANCELLATIONS ARE VALID WITHOUT THIS CODE.**

Changes to the program may be made without prior notice.

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Registration fee includes lunches, refreshments, and hand-out materials.

**Registration:** Entire fee is payable prior to conference. Registrations are accepted up to the time of the meeting. Make check payable to SOFTWARE CONFERENCE. On-site registration is held 8:00 A.M. - 5:00 P.M. DAILY at the Shoreham Hotel, Washington, D.C.

■ Please cut here and return the entire form.

I will be attending the Conference.

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Return to:  
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All registrants who pay before September 10, 1981 will receive a free copy of the book, "The New Software Economics" by Werner L. Frank, Executive Vice President of Informatics, Inc.

In this important new book, Mr. Frank, an authority on packaged software, reviews:

- The Software Life Cycle
  - The Productivity Issue
  - Successful Software Products
  - Software Selection Criteria
  - Product Cost-Analysis

Unable to attend. Enclosed is  
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"The New Software Economics."



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